

Message Text

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ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 RSC-01 /019 W

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R 030522Z JAN 75

FM AMEMBASSY CANBERRA

TO SECSTATE WASHDC 4753

INFO AMCONSUL BRISBANE

AMCONSUL MELBOURNE

AMCONSUL PERTH

AMCONSUL SYDNEY

UNCLAS CANBERRA 0053

SYDNEY ALSO PASS TRADE CENTER.

EO 11652: NA.

TAGS: BEXP, AS.

SUBJ: FY 1976 CCP - AUSTRALIA - OVERALL SUMMARY.

REF: STATE 276061.

1. SUMMARY: EMBASSY PROPOSES FY 1976 CCP WITH CAMPAIGN PHASE CONSISTING OF SIX CAMPAIGNS AND EXPORT SERVICE PHASE AT APPROXIMATELY FY 1975 LEVEL. CAMPAIGN LIST WOULD REPRESENT MODIFICATION OF EIGHT-CAMPAIGN FY 1975 CCP BY DROPPING THREE AND ADDING ONE FOR NET OF SIX FY 1976 CAMPAIGNS. END SUMMARY.

2. CAMPAIGNS ELIMINATED WOULD BE (1) BUSINESS EQUIPMENT, (2) MAJOR PROJECTS, AND (3) CONSUMERS GOODS. CAMPAIGN ADDED WOULD BE METALWORKING AND FINISHING MACHINERY AND EQUIPMENT.

3. FY 1975 BUSINESS EQUIPMENT CAMPAIGN WILL BE LARGELY COMPLETED BY FOLLOW-UP ON RECENT MELBOURNE USTC EXHIBIT WHICH CAN BE UNDERTAKEN DURING BALANCE FY 75. WE VISUALIZE POSSIBILITY RETURNING TO THIS CAMPAIGN IN FY 1977 IN VIEW ITS PRIMARY PROMOTION PHASE IN 1977 TARGET INDUSTRY PROGRAM. ELIMINATION OF UNCLASSIFIED

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CONSUMER GOODS AS FORMAL CAMPAIGN RECOGNIZES CURRENT

AUSTRALIAN TREND TOWARD REDUCED IMPORTS AND INCREASED TARIFF PROTECTION IN SENSITIVE AREAS. WE EXPECT HOWEVER THAT INDIVIDUAL POSTS ON BASIS LOCALIZED OPPORTUNITY WILL CONTINUE TO PROMOTE CONSUMERS GOODS AND IN PARTICULAR DEPARTMENT STORE INTEREST IN U.S. MARKET EVEN THOUGH FORMAL MISSION-WIDE CAMPAIGN DISCONTINUED. WE CONTINUE TO HAVE SPECIAL INTEREST IN POSSIBILITY OF "IN-STORE" PROMOTION AT EARLIEST POSSIBLE TIME. THIS WILL BE PURSUED SEPARATELY DURING PROSPECTIVE GOOTENBERG VISIT. PRESENT MISSION ACTIVITY ON MAJOR EXPORT PROJECTS WOULD CONTINUE BASICALLY UNCHANGED BUT WOULD NO LONGER BE PACKAGED AS CCP CAMPAIGN. REVISED APPROACH TO THIS ACTIVITY OUTLINED IN EMBASSY'S NOVEMBER 19 REPORT ON CCP EVALUATION COMMITTEE MEETING WOULD BE APPLIED IN FY 1975. POSTS WILL CONTINUE PROJECT REPORTING UNDER STANDING SINTRUCTIONS AND EMBASSY WILL CONCENTRATE ON IDENTIFYING POSITIVE ACTION POSSIBILITIES ON KEY PROJECTS.

4. PROPOSED NEW CAMPAIGN IS METALWORKING AND FINISHING MACHINERY AND EQUIPMENT. DEPARTMENT WILL RECALL THIS FIELD ORIGINALLY SELECTED AS LEADING ALTERNATE TO PROPOSED 25-MONTH SPECIAL MARKET SHARE PROJECT FOR FASHION FABRICS. SINCE ORIGINAL DECISION TO PROCEED WITH FASHION FABRIC PROJECT, DEVELOPMENT IS ANSUTRALIAN DOMESTIC TEXTILE INDUSTRY POINT TO STEADY INCREASE IN IMPORT RESTRICTIONS AGAINST TEXTILE IMPORTS. THESE DEVELOPMENTS HAVE LED EMBASSY AND USTC TO RECONSIDER FEASIBILITY FASHION FABRICS PROJECT AND TO RECOMMEND ADOPTION OF METALWORKING AND FINISHING MACHINERY AND EQUIPMENT MARKET SHARE PROJECT IN ITS PLACE. FY 1976 CCP CAMPAIGN WOULD BE ANNUAL PHASE OF 25-MONTH PROJECT.

5. MAJOR SCHEDULED ACTIVITIES AND ESTIMATED RESOURCES EACH OF SIX PROPOSED CAMPAIGNS WILL BE SUMMARIZED IN FOLLOWING TEL.
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